

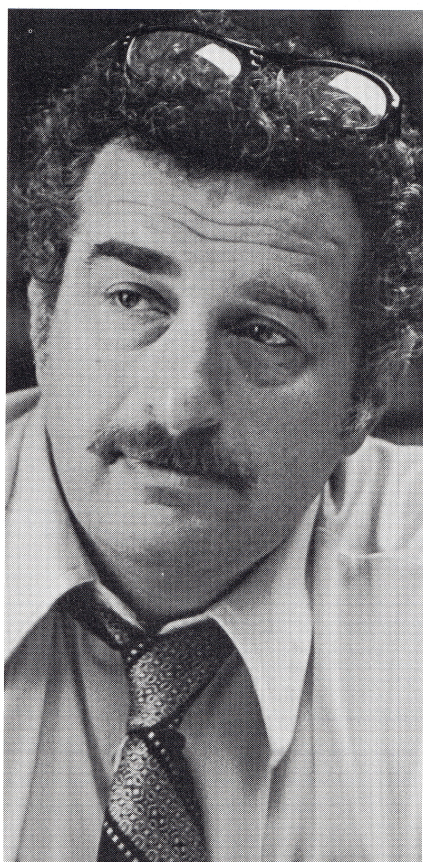
CASE HISTORY BULLETIN

Rapid growth of Long Island typesetting service aided by Comp/Set phototypesetter.

©1980 AM International Inc.

Reprinted with permission of **american printer**
and lithographer

Writing technical manuals leads to in-house typesetting and increased profits.



"The Comp/Set unit surpassed all our requirements. It was easy to operate, the quality was good, and we could afford it."

Walter Hertz, President
Hertz Data Corporation

It was out of necessity rather than a desire to become a typesetter, that Walter Hertz introduced composition for Hertz Data Corporation. Today his company sets type for books, annual reports, training courses, publisher and tariff rates. Customers range from the very large to one-man operations.

Hertz started the company in Hicksville, N.Y. nine years ago to write technical manuals for the armed services. The government specified that type on artwork be comparable to that produced on an IBM composer, so he purchased an IBM machine. Hertz was soon using four composers to set classified materials, and began composing for other clients. Demands for typesetting quickly surpassed the requests for writing.

A phototypesetter was added for customers that wanted better quality than the strike-on system could deliver. But, this brought new and different problems.

His original paper-tape-drive phototypesetter was so unreliable that the manufacturer took it back. Left with only paper tape keyboards, Hertz punched his own tapes and sent them to a commercial typographer for phototypesetting. But, this method meant higher prices and unsatisfactory turnaround.

Errors are corrected easily

When AM Varsity introduced the Comp/Set 500 phototypesetter, Hertz moved quickly.

"The Comp/Set unit surpassed all our requirements," he says. "It was easy to operate, the quality was good, and we could afford it."

The Comp/Set 500 operates directly from its own online keyboard, and with the video display screen, most operator errors can be seen and corrections made before the type is set. The time it takes to change fonts is reduced to the fraction of a second for two keystrokes.

The Comp/Set 500 offers 33 type sizes from 5½ to 36 point. A record/playback module enables the operator to record jobs on paper tape. Revisions and corrections take place without re-keyboarding of the copy.

When magnetic floppy disk replaced paper tape as the primary storage medium, Hertz purchased the highest production (50 lines per minute) Comp/Set 3500 with a magnetic disk record/playback unit.

As Hertz's typesetting business grew, he purchased an additional Comp/Set unit—a model 4500 with 16 fonts on-line, and a floppy disk drive. "We really needed the additional speed and versatility it gave us," recounts Hertz. "Today we have about 50 type discs, which constitute 200 different type styles."

With billings of more than half a million dollars annually and 30 fulltime employees covering two shifts, Hertz Data Corporation is near the top among the 1,300 typesetters in the metropolitan New York area. Some of the *Fortune* Top Ten companies are among its clients.

Uses customer floppy disks

The advent of new technology that permits Hertz's customers to capture and manipulate original keystrokes has opened up opportunities for Hertz.

CONTINUED

AM Varsity

"We convert copy that is keyboarded by customers on word processors to phototypesetter language and set the type."

Walter Hertz, President
Hertz Data Corporation

"One of our largest customers keyboards their own material using word processors, then gives us the word processor's floppy disks," he said. "We convert them to phototypesetter language with a Shaffstall translator and set the type.

"When we keyboard original material or change something already on the floppy disk, we use one of our

three Comp/Set 5404 off-line terminals so we don't tie up or slow down the typesetting."

Complete prepress services

One of Hertz's more unusual customers, a coin shop, has its own 5404 terminal. The owner uses the unit, instead of a computer, to keep track of his inventory and price list. He can

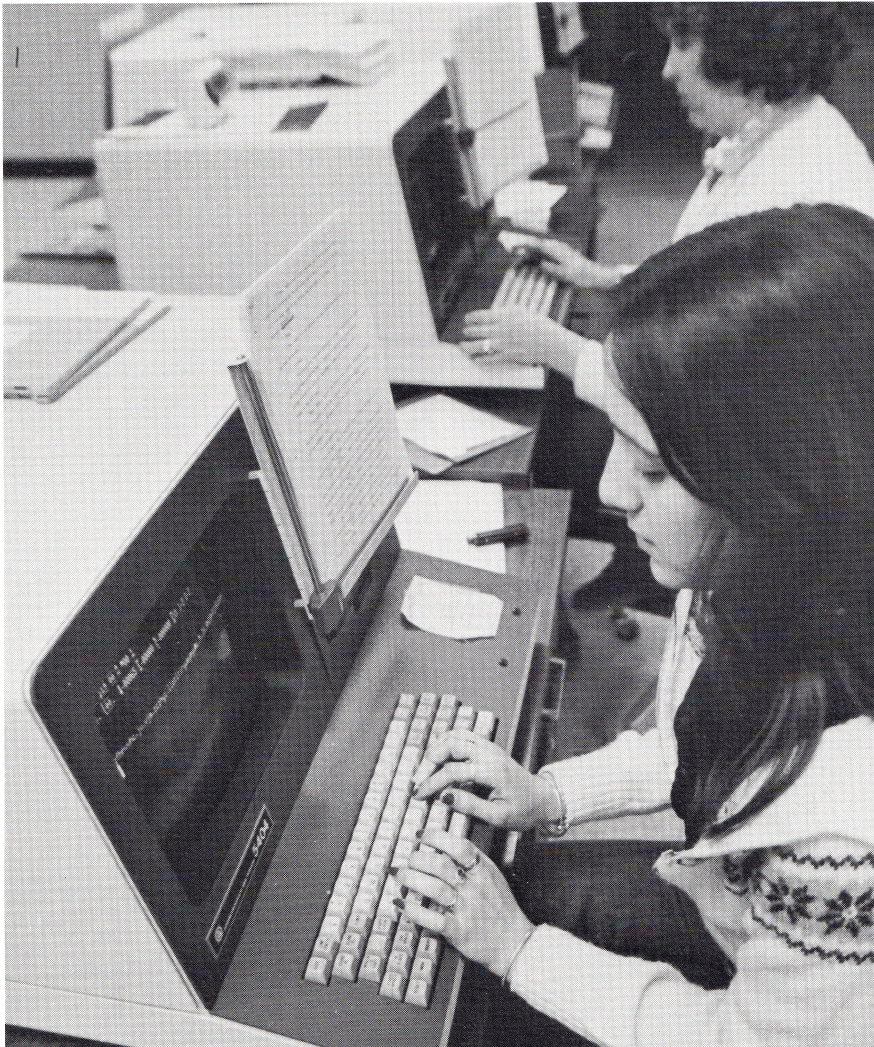
immediately update his inventory list, check prices on the unit's video display screen and maintain the information on floppy disk. Once a week he delivers the floppy disks to Hertz Data where the numbers go directly into the Comp/Set phototypesetter and are formatted. The pricelist then is accurately set and printed.

"Today we are a complete prepress house," declares Hertz. "We send virtually nothing outside. We have our own art department and stat camera for enlarging type to display sizes beyond the range of the phototypesetters. The only time we use an outside service is for the occasional time that a customer's recording medium is not compatible with ours. Then we'll let a service bureau make the necessary conversions."

The company now has the ability to set type in several foreign languages, including French, Spanish, and German.

While the lion's share of Hertz Data is phototypesetting, strike-on machines are not banished to the storage shelves. There are some jobs, such as heavy tab work on tariff rates for a shipping line, in which they are still much in evidence.

Even though Hertz is now a successful typesetting firm, it still provides the writing and consulting services that it offered in the beginning. A solid core of original customers proves that Hertz Data has kept up to date. □



Three Comp/Set 5404 terminals provide off-line input and editing capabilities. Copy is recorded on floppy disks, then output on the Comp/Set phototypesetter.

AM Varityper

AM Varityper
11 Mount Pleasant Avenue
East Hanover, New Jersey 07936

Canadian Head Office
165 Milner Avenue
Scarborough, Ontario M1S4G7

Composed on the Comp/Edit system, Litho in USA

A80-17

AM, Varityper, and Comp/Set are registered trademarks of AM International Inc.